

Agent-Sponsored Presentations

Carolyn Hardville, Program Coordinator, is available for speaking engagements arranged for your clients and other groups. We have found this type of joint venture is a very effective way of sharing the *Partnership* program with people interested in long term care insurance or retirement planning. The presentation, which requires at least one (1) hour, includes the topics of long term care, long term care insurance, and the *Partnership*, and responding to audience questions. Special emphasis is placed on the power of Medicaid Asset Protection and inflation protection.

Scheduling an ILTCIP Speaker

- To schedule a presentation, call Carolyn at (317) 232-2187 preferably two months in advance of when you want the presentation to occur.
- An ILTCIP speaker is only available for four presentations per agent per year.
- When your date, time and location have been secured, you will receive the Speaker Confirmation Notice and the speaker biographical sketch in the mail or e-mail.
- To make efficient use of the ILTCIP staff's time, **a minimum of 12 pre-registered attendees is required. Carolyn must be notified of the number of pre-registered attendees two (2) business days prior to the presentation.** If there are fewer than 12 pre-registered attendees, or if Carolyn is not notified two business days prior, then the presentation will need to be cancelled or rescheduled. (P.S. We recommend you allow plenty of time for obtaining an audience.)
- Confirm with the site that they will provide a podium or table for the speaker, a microphone (if the room or audience makes it necessary), and a VCR/monitor for viewing the video.
- If the weather in your area is bad (snowing or ice) or inclement weather is expected within 24 hours of the presentation, please notify Carolyn at 317-232-2187 (voice mail available). Not only will the weather determine whether Carolyn travels to the location, it also affects whether your pre-registered attendees follow through with attending the presentation.

Tips for hosting a Partnership speaker

Know your audience! Are they truly prospects for purchasing LTC insurance, from what you know of their health, age and socio-economic status? And, will at least 12 people be in attendance?

Target population: The majority of attendees should be in the target population, the **50-75** age range. Daytime presentations might best suit your audience if most are non-working or retired.

Know your community! Good sites are places where members of the target population frequently visit, such as hospitals' senior clubs, libraries, places of worship, banks or travel clubs. *Nursing homes* and *senior centers* do not make good presentation sites.

Find a civic or religious group or professional association to sponsor the presentation. (See sample letter on page 32.) Such a group provides an existing audience base and can be very helpful with publicity. **The challenge:** many civic groups allow speakers less than 30 minutes to present and this is not long enough for an ILTCIP presentation.

Pre-Registration: You are strongly encouraged to use your office phone number for RSVPs. There have been problems in the past with callers getting inaccurate information when pre-registration was handled by the sites.

The week before the presentation:

- Confirm the date, time and VCR/monitor availability with the site.
- Two business days prior to the presentation: Provide Carolyn with the number of pre-registered attendees and directions to the speaking site. Please include estimated travel time. Carolyn may be reached at 317-232-2187 or fax 317-232-7382.

During the presentation:

- Introduce yourself, your insurance agency and the ILTCIP speaker (bio provided).
- Hand out your business cards/brochures as people are registering, or after the presentation.

Remember: The point of having the State involved is to allow persons to hear about the ILTCIP from an objective source. Therefore, it is important to maintain a non-sales atmosphere throughout the presentation.

After the presentation:

- Follow-up with attendees within two weeks after the presentation. Call to ask them if they have any questions that have arisen since the presentation.